



RELIABILITY

THE APPROVAL SEAL OF TIME

THE NAME behind the merchandise makes all the difference in the world—it is your guarantee for service and satisfaction. The sterling mark on silver—the carat sign on gold—the government seal on a document—the Goldsmith stamp of approval on merchandise—are authoritative, authentic signs for your protection and guidance. Father Time has set his seal of approval on Goldsmith merchandising methods. For fifty years this store has stood firmly for quality, for dependability, for absolute reliability in its merchandise and in its dealings with its customers.

Through all the passing years, this store has never deviated from the high standards set by its founders back in 1870. None but the most dependable lines has ever found a place in our shelves. It has never been a question with us of "How cheap can we buy it?" But—"How good can we get it?" "Will it meet the requirements of our customers?" We satisfied ourselves, first, that it would satisfy you. Through all these fifty years of our business career our energies have been exerted to keep qualities up, while our resources have been used in keeping prices down.

What this store aims at—what it has always insisted upon—is the absolute, the PERMANENT satisfaction of every customer. We put into every trade with a customer a conscience, and if mistakes occur, no matter how trivial they may seem, we will go to any length to correct them. Your good will is valued many times more than the profits we might make on any sale. There are hundreds among our customers today whose parents and grandparents traded with us years ago. To these and to the general public we extend a cordial invitation to attend our 50th Anniversary.

Come to Our Golden Jubilee Celebration October 7th to 16th

